

WEST CHESTER BUSINESS IMPROVEMENT DISTRICT AUTHORITY

Tuesday, December 9, 2014

Agenda

BID Office – 119 N. High Street

- I. Introductions & Public Comment (Smith)
- II. Approval of November Minutes (Smith)
- III. Comments of Chair (Smith)
-Approval of 2015 Meeting Dates
- IV. Executive Director Report (Johnstone)
- V. WCDF (Wileczek)
- VI. Treasurer & Finance (Blakely)
-Consideration of Final 2015 Budget
- VII. Committee Reports:
 - a. Advocacy (Gusz)
 - b. Business Attraction (May/Walsh)
 - c. Design (Ott)
 - d. Marketing / Customer Attraction (Meadows)
- VIII. Other Business:

Next Meeting: Tuesday, January 13, 2015 - 8am – BID Office

**WEST CHESTER BUSINESS IMPROVEMENT DISTRICT
BOARD OF DIRECTORS MEETING
November 11, 2014**

Present Board: C. Blakely, P. Comerford, F. Gusz, R. May, C. Meadows, L. Nelson,
R. Ott, W. Scott, R. Smith, T. Walsh, A. Wetzel, K. Wileczek, M. Yoder
Absent Board: H. Brown, R. Costello
BID Staff: M. Johnstone, E. McGuire; and Dan Price – *4 Points Consulting*

I. Introductions & Public Comment: No Introductions / Public Comments

II. Approval of October Minutes:

Motion to approve October Minutes:

Motion Passed: (Walsh / May)

III. Comments of Chair: (Smith)

The BID Parking Ad Hoc Committee will make the following recommendations to Borough Council at tonight's meeting: Allow a full-year cycle between implementation of changes to enforcement days, times, rates, etc. Offer automated parking in garages, but only during hours when attendant is on premises.

IV. Executive Director Report: (Johnstone) See Report

DCED Grant – The Armory and Post Office have been identified in a letter to the DCED stating BID's intent to apply for up to \$500,000 in Anchor Block Grant-to-Loan funding, plus a Redevelopment Grant of \$500,000 for the adaptive reuse of the Post Office. **PLCB Training** – The BID was invited to participate with the Mayor, Borough, Police, Chamber, WCU to form the West Chester Community Coalition that will strategize on reducing alcohol-related issues within the Borough. **Comp Plan** – The meeting took place on Nov. 10th. Comments regarding the comp plan can be e-mailed to: CompPlan@West-Chester.com. (Smith) The Borough should include in the plan a reiteration of its commitment to the BID to support downtown economic development programs and marketing and promotional activities. Information on the proposed redevelopment of the Wyeth tract was distributed and discussed. The BID will consider support of commercial development that does not directly compete with the Downtown.

V. WCDF: (Wileczek) The West Chester Historic Preservation Awards Ceremony took place on October 21st at CCHS. The event was well attended and, for the first time, award recipients were invited to speak. The WCDF is positioned to receive more than a quarter-million dollars in funds from the West Chester Civic Association. The annual appeal is underway and has been significantly expanded from previous years.

VI. Treasurer & Finance: (Blakely) – Reports Distributed at Meeting

Preliminary 2015 Budget was distributed. Final budget approval will take place at the December meeting.

The BID will request that the Borough increase its support to the BID by \$15,000, to pay for the Brandywine Initiative, for a total 2015 contribution of \$100,000. The supporting detail for the \$15,000 request will be presented at the Borough's December Smart Growth, and Parking Committee meetings.

Committee Reports:

a. Advocacy: (Gusz) *See Committee Report*

Committee was approached regarding Carlino's interest in acquiring a liquor license to sell package goods and serve wine, and advised approaching the Borough with their request. The Board will not take a position at this time.

b. Business Attraction: (May/Walsh) *See Reports & Almanac*

Motion to approve new plaza concept of the Mosteller Development, as embodied in the sketch plan discussed at the Business Attraction Committee. This motion is made to recognize the plaza plan as an acceptable alternative to the original plan approved by Conditional Use, which has also been approved by the BID Board.

Motion Passed: (May / Gusz) – Bill Scott voted nay.

c. Design: Presented October meeting minutes overlooked on agenda and not covered during last month's Board meeting.

d. Marketing: (Meadows) *See Report*

Parking free on Black Friday. (Walsh) suggested *Free Parking Black Friday Weekend* in 2015.

VII. Other Business: Recommended Board Appointments

-Appointments: Sandy Riper, Mike Reese, Commissioners' Designee, Kathy Wileczek-WCDF Liaison; **Reappointment:** Cyndi Meadows (Invite Mike Cotter, Borough Manager, to attend BID Board meetings)

Motion to approve slate of names for recommendation to Borough Council.

Motion Passed: (Gusz / Blakely)

Next Meeting: Tuesday, December 9, 2014 – 8am – BID Office Conf. Rm.

BID Meeting dates for 2015

All meetings held at the Business Improvement District office
119 North High Street, West Chester PA 19380 | 610-738-3350

Advertised meetings:

Executive Board

Thursday before the Board of Directors meeting; 8:00 am.

Roy Smith, Bill Scott, Ray Ott, Chris Blakely, Kathy Wileczek, Malcolm Johnstone

Board of Directors

Second Tuesday of the month, 8:00 am.

Roy Smith, Bill Scott, Ray Ott, Chris Blakely, Kathy Wileczek, Holly Brown, Ryan Costello, Pat Comerford, Fred Gusz, Richard May, Cyndi Meadows, Lance Nelson, Tom Walsh, Adam Wetzel, Mark Yoder, Ernie McNeely, Malcolm Johnstone

Business Attraction Committee

First Tuesday of the month, 8:00 am

Activities: Retail Enhancement & Expansion Program; website property listing program; Downtown Retail Plan; Hotels attraction; small business information service; property directory; prospect directory. Richard May & Tom Walsh, co-chairs; Chris Blakely, Roy Smith, Fred Gusz, Tony Webb, TJ Spensor, Chuck Swope, Dan Price, Malcolm Johnstone

Customer Attraction Committee

Third Thursday of the month; 8:00 am.

Activities: Destination Downtown Campaign; Downtown directories; downtown informational kiosks; downtown positioning brochure; advertising in the area's visitor guides; website design/development; public relations; FAM tours; attracting bus tours. Cyndi Meadows, chair; Karen Cavin, Mary Manning, Dan Mathers, Anita Vasko, David Fairman, Patrick Comerford, Malena Martinez, Elizabeth McGuire, Malcolm Johnstone

Advocacy Committee

Fourth Friday of the month; 8:00 am; except Nov. 27 moved to Nov. 20; Dec. 25 moved to Dec. 18.

Activities: Borough Liaison; downtown clean-up & beautification program. Fred Gusz, Chair; Ray Ott, Roy Smith, Bruce Cavin, Dick Yoder, David Mazzocco, Dave Sweet, Matthew Holiday, Jason Hinsey, Dan Price, Malcolm Johnstone

Design Committee

First Friday of the month; 8:00 am.

Activities: Facade Improvement Program; downtown design guidelines; historic preservation advocacy; downtown banner program. Ray Ott, chair; Fred Gusz, Greg Radford, Tim Vaughan, Bill McLaughlin, Malcolm Johnstone.

Manager's Report to West Chester BID Board of Directors

Malcolm Johnstone, Executive Director | November 8 – December 5, 2014

Congressman-elect Ryan Costello

West Chester BID Board member Ryan Costello is now Congressman-elect Ryan Costello. Kori Walter continues to be the District Director and we will continue an active relationship as we have in the past. The district office will be at the Historic Courthouse.

Congratulations and best of luck to Ryan on his successful election.

Free Parking for Black Friday

Many thanks to the Borough Council for working with Malena Martinez to allow free parking on Black Friday everywhere downtown. It appeared that there was ample parking throughout the day both on the street and in the garages.

Shopping Small

Thanks to the Chamber for their endorsement and support of Small Business Saturday. Parking was free until 5pm and it appeared to be quite busy. The Chamber's *ThinkShopBuy*. . . *Local* program, which is promoted by the BID, is an asset for our small, family owned businesses.

West Chester Community Coalition

Mayor Carolyn Comitta; Mac Cotter, Borough Manager; Mary Jane Rogan, Kristin Shelesky, WCU; Chief Scott Bohn, Sgt. John O'Donnell, WCPD; Mark Yoder, West Chester Chamber; Malcolm Johnstone, BID; met for the first time locally to form a committee from the Town Gown Pilot Project sponsored by the Pennsylvania Liquor Control Board (PLCB) and funded with a grant from the National Alcohol Beverage Control Association (NABCA). A list of initiatives currently in place aimed at reducing alcohol-related incidents in the borough. The group will meet December 10 with the PLCB for a follow-up and a "visioning" meeting will be scheduled in January.

Article in County Lines Magazine

Once again, County Lines allowed a very nice public relations article for their December edition supporting seasonal shopping in downtown. Another is schedule with a downtown dining theme in January.

Quote of the Day

"Thank you and everyone at the WCBID for all you do for our great community." -- excerpt from an e-mail from Anarie initially regarding a video we had posted at DowntownWestChester.com.

BID FY 2014 BUDGET

November 2014 **Budget 2014**

Revenue		
Revenues		
Interest Income	\$ 174	\$ 100
Contributions	\$ 0	\$ 0
Late Fees	\$ 1,125	\$ 1,995
Property Assessments	\$ 257,815	\$ 262,000
Borough Parking Fund Allocation	\$ 85,000	\$ 85,000
Fund Raising Programs	\$ 0	\$ 0
Grants-Other	\$ 51,783	\$ 61,783
Miscellaneous Income	\$ 400	\$ 3,250
Sponsorships	\$ 0	\$ 0
Total Revenues	\$ 396,297	\$ 414,128

Notes for November Report:

It looks as if BID will finish the year more or less on budget - December's report will prove this out.

Expense		
Personnel	\$ 61,436	\$ 70,658
Office Operations	\$ 62,717	\$ 62,421
Customer Attraction (Marketing)	\$ 77,887	\$ 82,000
Business Attraction	\$ 23,521	\$ 31,895
Advocacy	\$ 91,833	\$ 102,859
Design	\$ 56,329	\$ 59,165
Total Expenses	\$ 373,722	\$ 408,997

Admin. & Prog Mgr. (prorated): Pay Processing
Office Operations
Customer Attraction/Marketing Programs
Business Attraction Programs/ Program Manager expense
Directors Salary and Benefits
Flowers/Façade Improvement/Clean & Green

PROVISION FOR CONTINGENCIES \$ 5,131 \$ 5,131

Surplus/(Deficit) \$ 17,443 \$ 0

Month-End Bank Balance	\$96,603
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BID FY 2014-2015 BUDGET

Revision #1
2014

Preliminary
2015

REVENUES

Revenues

Interest Income	\$ 150	\$ 100
Contributions	\$ 0	\$ 0
Late Fees	\$ 1,163	\$ 1,000
Property Assessments	\$ 257,815	\$ 261,500
Borough Parking Fund Allocation	\$ 85,000	\$ 100,000
Fund Raising Programs	\$ 0	\$ 0
Grants-Other	\$ 29,783	\$ 42,000
Miscellaneous Income	\$ 400	\$ 1,500
Sponsorships	<u>\$ 0</u>	<u>\$ 0</u>
Total Revenues	\$ 374,311	\$ 406,100

EXPENSES

Personnel	\$ 170,592	\$ 161,740
Office Operations	\$ 61,533	\$ 64,251
Marketing	\$ 84,000	\$ 90,000
Business Attraction	\$ 29,021	\$ 46,000
Projects	\$ 415	\$ 2,000
Design	<u>\$ 25,750</u>	<u>\$ 40,000</u>
Total Expenses	\$ 371,311	\$ 403,991

PROVISION FOR CONTINGENCY \$ 3,000 \$ 2,109

Excess of Revenues over
(under) Expenditures \$ 0 \$ 0

Personnel	Dir., Admin. & Prog Mgr. Sal & Ben: Pay Proces.
Office Operations	Office Operations
Marketing	Marketing Programs
Business Attraction	Business Attraction Programs
Projects	Clean & Green
Design	Flowers/Façade Improvement

2014-2015 BID BUDGET

	2014 Budget Revision #1	Preliminary 2015 <u>Budget</u>
REVENUES		
BID Assessment Current	\$254,200	\$260,000
BID Assessment Prior	\$ 3,615	\$ 1,500
Late Fees	\$ 1,163	\$ 1,000
Borough Parking Fund Allocation	\$ 85,000	\$ 100,000
Non-Profit Contributions	\$ 0	\$ 0
Sponsorships - SST	\$ 0	\$ 0
All Other Contributions	\$ 0	\$ 0
Fund Raising Programs	\$ 0	\$ 0
Grants	\$ 19,783	\$ 32,000
WCDF Program/Grants	\$ 10,000	\$ 10,000
Interest	\$ 150	\$ 100
Miscellaneous Income	<u>\$ 400</u>	<u>\$ 1,500</u>
Total Revenues	\$ 374,311	\$ 406,100
EXPENSES		
PERSONNEL		
Director Salary	\$ 81,533	\$ 83,979
Director Benefits	\$ 21,048	\$ 21,679
Administrator Salary	\$ 40,150	\$41,355
Administrator Benefits	\$803	\$827
Program Manager Salary	\$ 13,600	\$ 0
Program Manager Benefits	\$ 0	\$ 0
Payroll Taxes/Processing	<u>\$ 13,458</u>	<u>\$ 13,900</u>
SUB PERSONNEL	\$ 170,592	\$ 161,740
OPERATIONS		
Auditing & Accounting Fees	\$ 6,550	\$ 6,700
Bank Fees/Interest Expense	\$ 73	\$ 75
BID Reauthorization	\$ 0	\$ 3,500
Bookkeeping Expense	\$ 3,038	\$ 3,300
D&O Insurance	\$ 1,810	\$ 2,000
Depreciation	\$ 700	\$ 700
Director Entertainment	\$ 300	\$ 500
Director Travel	\$ 1,000	\$ 1,000
Downtown Welcome Center	\$ 700	\$ 800
Legal Fees	\$ 5,000	\$ 3,250
Memberships/Subscriptions	\$ 2,050	\$ 2,000
Miscellaneous Expense	\$ 47	\$ 0
Office & Liability Insurance	\$ 1,680	\$ 1,750
Office Equip. Maintenance	\$ 3,500	\$ 1,500
Office Equipment Lease	\$ 1,584	\$ 1,800
Office Supplies	\$ 1,750	\$ 2,000
Parking Validation	\$ 1,000	\$ 1,250
Postage	\$ 800	\$ 850
Printing	\$ 250	\$ 0
Rent	\$ 18,996	\$ 19,376
Train. & Develop./Confer.	\$ 550	\$ 750
Utilities (Incl. Phone)	\$ 4,000	\$ 4,750
Website, computers, etc.	<u>\$ 6,155</u>	<u>\$ 6,400</u>
SUB OPERATIONS	\$ 61,533	\$ 64,251
MARKETING		
Marketing/Advertising	\$ 52,200	\$ 73,000
Swingin' Summer Thursdays	\$ 2,800	\$ 2,800

SEO	\$ 6,600	\$ 4,200
Brochure	\$ 22,275	\$ 10,000
Fund Raising/Gift Card Program	\$ 125	\$ 0
SUB MARKETING	<u>\$ 84,000</u>	<u>\$ 90,000</u>
BUSINESS ATTRACTION		
Business Attraction	\$ 3,521	\$ 10,000
Armory Feasibility Study	\$ 3,565	\$ 0
4 Point Development	\$ 21,935	\$ 36,000
SUB BUSINESSES ATTRACTION	<u>\$ 29,021</u>	<u>\$ 46,000</u>
PROGRAM SERVICES		
Façade Improvement/UIEA Grant	\$ 18,000	\$ 32,000
Elm Street/Melton Center	\$ 415	\$ 0
Flower Beautification	\$ 7,750	\$ 8,000
Sidewalk Cleaning	\$ 0	\$ 2,000
SUB PROGRAMS	<u>\$ 26,165</u>	<u>\$ 42,000</u>
Total Costs	\$ 371,311	\$ 403,991
PROVISION FOR CONTINGENCY	\$ 3,000	\$ 2,109
Yearly Surplus/(Deficit)	\$ 0	\$ 0

**West Chester Business Improvement District
Advocacy Meeting
November 28, 2014
Minutes**

In Attendance: Fred Gusz, Chair; Ray Ott, Bruce Cavin, Jim Jefferis, Suzanne Adams. Staff: Malcolm Johnstone.

The previous meeting minutes were reviewed.

West Chester Food Co-op

Suzanne Adams was introduced and made a presentation to the committee about the proposed West Chester Food Co-op. She indicated that a local steering committee has been created to conduct feasibility, market analysis, planning, and pro forma studies modeled after Weaver's Way in Philly. The BID has been a supportive partner in the process. Other partners include the Pennsylvania Downtown Center, the Keystone Development Center in York and the Borough. Malcolm reminded the committee that a \$500,000 redevelopment grant from DCED is being looked at as a potential funding source. The co-op is meant to build community and they are working towards identifying a structure and that the Post Office is clearly a candidate. Such a community initiated development will have a high impact both supporting the local and regional economy. The next steps is to raise awareness of the co-op and find a fiscal agent to assist in securing funds. There was brief discussion about seeking such assistance from the West Chester Downtown Foundation. Suzanne provided the following notes:

- The Food Co-op wants to be a Town Center store but requires parking and loading capabilities. A walk-through of available real estate was done with Weaver's Way this fall and the Post Office was identified as the most viable site. It's a great site with lots of synergies but at this early stage the Food Co-op is keeping all options on the table, including sites just outside of Town Center with favorable parking and rents.
- The Co-op got underway in July of this year and the BID has been instrumental in the Co-op's development, providing connections to key organizations and individuals, identifying and pursuing funding opportunities, providing technical and administrative support, and leading the pursuit of the Post Office property.
- There are about 25-30 people working on various aspects of the food co-op project. We are supported by area co-ops Weaver's Way, Swarthmore, and Mariposa as well as umbrella organizations Mid Atlantic Food Co-op Alliance, Philadelphia Area Cooperative Alliance, and Delaware Valley Food Co-ops.
- In 2015 the Food Co-op will be contracting with a third party for a market research study. This will probably be CDS (Cooperative Development Services). We are seeking \$10,000 in funding to complete this work, which will provide the data for feasibility analysis and development of a business plan.

Outreach meetings with business/property owners

It was agreed that a calendar of meetings with downtown constituents will be developed for 2015.

Comprehensive Plan

It was agreed that the discussion at the Comprehensive Plan ad hoc committee to have the Pfizer property developed into a commercial mixed-use "Life-Style Center" with free, unlimited curbside, side, or rear parking and "Class-A" vanilla shell retail space that encourages store-to-store browsing would be competitive with the downtown and would shift market value from the downtown. Far better would be destination stores of medium-sized storefronts (50,000-100,000 sq ft minimum), with front loaded parking, of specific categories such as home furnishings, appliances, home & garden, landscaping, and electronics.

Further, there was no evidence of a Chester Creek parkway linkage in the draft Comp Plan.

The BID will follow the Planning Commission discussion points throughout this process.

Minutes
Business Attraction Committee
West Chester Business Improvement District
December 2, 2014

In Attendance: Tom Walsh, Chris Blakely, Holly Brown, Richard May, TJ Spencer, Fred Gusz
Staff: Malcolm Johnstone, Daniel Price

Minutes: Passed with full approval (Motion by Holly Brown, second by Fred Gusz)

Discussion:

Future Goals for BID: With the end of the year approaching, Dan distributed Malcolm's document on major activities the BID is involved in community wide. The two major activities related to business attraction are the Theater Development and Post Office. The BID is actively working with both of these projects to identify funding and location.

2015 plans for retail recruitment: Dan presented the committee with a draft of what he and the committee plan to do in the upcoming year. While a part of the goals is to assist in the community initiated development, it also includes retail recruitment. This would involve visits to a variety of towns to develop a waiting list of businesses that could move to town in the event that space opens up. In addition to that, Dan is actively creating a consortium of the five retail recruiters in PA. Discussion included Richard stating that perhaps we further educate council on how our stakeholders are vital to the community despite not being actual residents. The committee at large was in favor of Dan's plans and would like to see it flushed out in the coming month.

Storefront analysis: Dan presented the 2014 version of the storefront analysis. Currently the downtown storefronts are 97% full. This does not include proposed development, and is a reflection of what is actually available or perceived to be vacant and potentially available. This is an upgrade of +23 new businesses along with 14 businesses that closed and were replaced immediately.

Updates:

Mosteller Development: The current issue between the developer and council is parking related but will hopefully be resolved soon. The conditional use hearing is December 16th.

Post Office:

F&M Hotel: Currently in the process of a zoning change. Dan will be working with the property owner and realtor to identify a restaurant for the 1st floor.

Walnut Street Hotel: There is a court proceeding on December 5th to decide the next step in the suit between the developer and the borough.

McCool Property: Currently no update

Program Manager Report: 20-22 East Market to be added to available spaces.

Business Almanac: 2 new restaurants have opened and Congressman Costello's office will be located in the historic courthouse.

Development GIS Map: Waiting for more funding in 2015 budget to continue the maintenance of this project.

Theater: Have interior plans done and are working with an architect and builder. Currently waiting on zoning change.

Other:

2015 Meeting Dates: The committee unanimously approved the 2015 meeting dates (Tom Walsh made the motion: 2nd by Chris Blakely)

Meeting Adjourned at 9:10am

2015 BID Business Attraction Committee Goals & Strategy

Goal: To increase occupancy rates within the BID district and continue to move with a net positive of business growth.

Currently the downtown storefronts within the BID district are at 97% occupied. While this is significantly high, the goal is to create a waiting list of potential businesses to move in. This will be done by:

- Identify businesses missing within the community based on community input, street analysis and current trends.
- Using demographics and statistics from the Urban Land Institute, vacant buildings will be identified to match size of potential tenants that the downtown wishes to recruit.

Strategy:

Once needs are identified and matched with properties, the Program Manager will target those businesses that were identified

- Target Businesses within other communities that have the potential for growth
 - Goal: to visit at least 10 different communities and reach out to 50 businesses within the first 6 months of 2015
- Work with small business center and SCORE to target those that wish to start a new business.
- The Program Manager is working with PDC to set up a regularly scheduled meeting with other communities that have retail recurtiers. There are currently five in the state (West Chester, Lower Merion, York, Chestnut Hill & Carlisle)

Goal: Continue to support community-initiated development.

Specifically the BID will be continue to work with the Uptown Entertainment Alliance and the Co-Op to apply for grant funding, and assist in finding a location appropriate for their needs.

The committee will also continue to explore the possibility of a Visitor Center for the downtown.

Strategy:

Currently an application DCED has been submitted for the Uptown Entertainment Alliance and Co-Op to assist with their progress and development. The BID is the only organization that can apply for this funding within the state.

The Program Manager has also held several meetings in an attempt for the BID & Chamber to relocate into a more prominent location, which can be combined with a small Visitor Center. With the lease for the BID/Chamber ending in 2015, there is a hope this project will be achieved in the coming year.

2014 Downtown West Chester Store Front Analysis

Available Store Fronts: 240 Occupied: 233 97%
(2013: Available Store Fronts: 240. Occupied: 221 92%)

Gay Street

2014 Available Store Fronts: 84. Occupied: 81 96%
2013 Available Store Fronts: 84. Occupied: 79 94%

- New businesses in 2014
 - Reload Nutrition: 141 West
 - Couch Tomato Café: 31 East
 - Judy's Just Deserts: 235 East
 - Classic Diner: 16 East
 - Gigi Spot: 152 East
 - Stifel Investments: 15 East Gay
 - Clout Glassware: 145 West
 - Silvanus: 148 West Gay
 - West Chester Food Market: 117 West
 - Mustard Greens: 151 West
 - Kooma Express: 151 West Gay
 - The Gordon Group: 39 West Gay
 - Silvanus: 148 West Gay (Relocation after sale of business)
- Empty Store Fronts: 2
 - 6 East (Main Line Men's): Currently looking for a buyer for the property
 - 127 West (Laurentos): No progress despite several attempts to work with the property owner

Market Street

2014 Available Store Fronts: 54. Occupied: 53 98%
2013 Available Store Fronts: 54. Occupied: 50 93%

- New businesses in 2014:
 - West Chester Hero:
 - Mercato: 33 East
 - Lunch Box: 234-236 West
 - Gemelli: 12 West
 - Flavor Smoke Shop: 130 East)
 - BoxCar Brewery: 142 East
 - LaBaguette Maquie: 202 West Market
 - On the Go Mobile: 136 West
 - Cozy Kabob: 38 East
 - Stratus Interactive: 144 East Market
 - Main Line Men's Expansion to 131 West Market

- Empty Store Fronts: 1
 - 16 East (Former First Niagra Bank): Have spoken with realtor and they are close to signing a lease. I've referred two offices to this space.

High Street

2014 Available Store Fronts: 41. Occupied: 39 95%
 2013 Available Store Fronts: 41. Occupied: 38 93%

- New businesses in 2014
 - WCU Ramp Shop (134 North):
 - Lorenzo & Son: 27 North:
 - Expansion of Hotel Warner: 124 North
 - RapidDough: 30 South
 - District Court 15-1-04: 2 North
 - Furniture Revenue Inc.: 22 North
 - Penn Environment: 22 North
 - Paulmaier Enterprise Inc.: 22 North
- Empty Store Fronts: 2
 - 1 South (Former Swope Building): Have given a few leads to the relator and property owner
 - 27 South (Former RKM): Have given a few leads to the relator and property owner

Church Street

2014 Available Store Fronts: 45. Occupied: 44 91%
 2013 Available Store Fronts: 45. Occupied: 40 89%

- New Businesses in 2014
 - Mumbai Bistro (18 South): Opening soon
 - Remedi Day Spa (16 South)
 - Church Street Gallery (12 South)
 - Land Service USA Inc: 1 South Church (expansion from 10 N. Church)
- Empty Store Fronts: 1
 - 20-22 North (formerly Various office spaces): Met with the relator and did a walk through. Currently for sale.

Walnut Street

Available Store Fronts: 7. Occupied: 7 100%

Chestnut Street

Available Store Fronts: 7. Occupied: 7 100 %

Darlington Street

Available Store Fronts: 1. Occupied: 1 100%

- New businesses in 2014:
 - BonBon Sushi: 22 North

Matlack Street

Available Store Fronts: 1. Occupied: 1 100%

2014 Opened Businesses: 37**2014 Closed Businesses: 14**

Hog Island Hoagie: Replaced
Viteese Cycling (152 East Gay): Replaced
Alibis Café (15 North Walnut): Replaced
Roll Dogz (22 North Church): Replaced
Blaze Salon (144 East Market): Replaced
Pages (12 South Church): Replaced
Subway (38 East Market): Replaced
Lincoln Room (16 West Market): Replaced
Roll Dogz (22 North Darlington): Replaced
Second Time Around (30 South High): Replaced
Obvi (148 West Gay): Replaced
Nonna's (116 East Gay): Replaced
Penny First Attorney (131 West Market): Replaced
Silvanus (121 West Market): Replaced

2014 Net: +23 (After replaced businesses)

2013 Net: +13

Business Attraction: Program Manager's Report: December 2014

Retail Space: 6

Gay: 2

- 127 West (Laurentos)
 - Recent Action: Attempting to work with the property owner through mutual friends
 - Strengths: Large building centrally located on Gay Street.
 - Weaknesses: Property owner has shown limited interest in renting the facility
- 6 East (Main Line Men's)
 - Recent Action: Spoke to the agent and have a listing. A few businesses have walked through
 - Strengths: A lot of window space in one of the best locations in town.
 - Weaknesses: Has remained vacant for some time and will need work to repair

Market: 1

- 16 East (First Niagara)
 - Recent Action: Referred property to Congressman Costello's office. Realtor close to other prospects.
 - Strengths: Professional space with the potential for retail on a light retail block.
 - Weaknesses: Substantial renovations will need to be made if converted to a retail space.
- 20 East
 - Recent Action: Building currently for sale
 - Strengths: Size and build has strong retail potential
 - Weakness: Currently no other retail around the property

High: 2

- 1 South (Swope Building)
 - Recent Action: Currently exploring a potential buyer and tenant
 - Strengths: Beautiful building at the town's second biggest intersection
 - Weaknesses: Past potential buyers and tenants have been reluctant of the price
- 21 South (RKM)
 - Recent Action: Walked through the property with Congressman Costello's office
 - Strengths: Large space with great retail potential based on surrounding businesses
 - Weaknesses: Renovations should be made to accommodate additional uses.

Church Street: 1

- 20-22 North:
 - Recent Action: Currently exploring the possibility of new buyer
 - Strengths: Large building that is completely empty and will be across from new development
 - Weaknesses: Major renovations will need to be done in order to make retail/restaurant

Office Space: 8

220 West Gay

10 North Church

120 North Church

15 West Gay

121 North Walnut

17 W. Miner/Wilmont Mews

Market and Darlington NE Corner building

7 West Gay (Above Iron Hill)

Downtown Business Almanac
West Chester Business Improvement District
December 2014

Total Number of Businesses: 528
Number of restaurants: 74 (13%)
Number of Retail: 83 (15%)
Number of Professional Services: 375 (72%)

Now Open

Retail/Restaurant: 2

Classic Diner: 16 East Gay Street (Friday December 5)

Boxcar Brewery: 142 East Market

Office: 2

Congressman Ryan Costello's Office: Historic Courthouse: 2 North High Street

RTD: 121 North Walnut

Opening Soon: 13

La Baguette Magique: 202 West Market (Winter 2015)

Lorenzo & Sons pizzeria: 27 North High (Winter 2014)

Gigi Spot: 152 East Gay (Winter 2014)

Couch Tomato Café (Winter 2014)

Cozy Kabob: 38 East Market (2015)

The Master's Baker: 319 West Gay (Former Beans): (2015)

Mediterranean Bakery: 154 W. Gay Street (2015)

Stifel Investments: 15 East Gay (2015)

RapidDough:30 South High (2015)

Refinery Salon: 121 West Market Street (2015)

Newspaper Stand (Name TBD): 113 North High (2015)

Carter/Weeber: 17 South Church (2015)

West Chester Food Market: 117 West Gay: (2015)

Closed Business: 0

Planned Business changes within the BID: 7

Nutrition Does it relocated to 26 South Church Street

Hotel Warner expanding into former location of Salon Ooh La La

Main Line Men's Clothing to expand into 131 West Market

Salon Ooh La La moving to 133 North Church Street (TBD)

Baco Taco expanding to adjacent property

Dry Cleaning Business next to Baco set to close in January 2014

Silvanus set to move to current Obvi location (148 West Gay Street)

Recently moved or potential relocation of business: 0

West Chester Business Improvement District
Design Meeting
December 4, 2014

MINUTES

In attendance: Ray Ott, Chair; Fred Gusz, Roy Smith, Greg Radford.
Staff: Malcolm Johnstone, Daniel Price.

Malcolm reviewed the current status of the Façade Improvement Grant program.
Total projected amount to date of paid and pending projects is \$49,947.25.

The planter at the corner of Chestnut and Church should be managed. Malcolm
will contact Gary Zang for options.

The planter at the SW corner of Gay and Matlack is damaged. Malcolm will
contact O'B for a meeting to determine the damage and repairs.

West Chester BID Customer Marketing Committee

November 20, 2014 | 8am | West Chester BID Conf. Rm.

Present: K. Cavin, P. Comerford, D. Fairman, M. Manning, C. Meadows

BID Staff: M. Johnstone, E. McGuire, R. Smith

YTD (November 20, 2014) Actual / Budget Report - (Smith) Distributed and reviewed. The combined year-to-date and pending expenses could potentially put Marketing over budget for this year. It was agreed that no more commitments will be made for this year.

2015 West Chester BID Marketing Program: Nov. 2014 – (Johnstone) Distributed and discussed. The committee went through each line item to determine priorities. Significant decisions include:

-Heart of the Brandywine Initiative – Approved moving forward, but needs detail regarding how the \$15,000 is to be spent.

-Main Line Today October Supplement – There was discussion to discontinue this piece and replace with full page ads in Chamber's Bike Race and Old Fashioned Christmas issues/supplements. We will continue this discussion based upon feedback from the Hotel Warner.

-West Chester Fig – The full-page ad requirement is cost prohibitive for many merchants. Malcolm will discuss with Fig the idea of one page of three column ads in each of the four issues.

Parking:

Several methods of payment available at new meters: Quarters, Credit Card, Passport Parking Mobile Pay, Pay by *Mobile* Phone (see parking tab on website). Thanksgiving Weekend: Black Friday – Free everywhere, all day. Saturday – Free on-street until 5pm. Sunday – Free everywhere, all day.

Next Meeting: Thursday, December 18, 2014 – 8am – BID Office
